

# OAKLAND TRIBUNE FOUNDED JUST SIXTY YEARS AGO AS FOUR-PAGE DAILY, 6 BY 10 IN.

Newspaper First Printed at 468 Ninth Street by Benet A. Dewes and George B. Staniford, Publishers and Proprietors

Just 60 years ago tomorrow, on the evening of February 21, 1874, "The Oakland Daily Tribune," as this newspaper was first called, made its initial appearance. Since that time The Tribune has progressed with the great Eastbay empire, until it is now accepted as "The Pacific Coast's Leading Daily."

At the time of its birth, the paper consisted of four pages of three columns each and was 6 by 10 inches in size. Five thousand copies were printed, and these were distributed free to that number of homes and business establishments throughout the town, the revenue being derived from the advertising alone.

Butler's printing place at 468 Ninth Street, between Broadway and Washington, was the paper's first home. The plant was located on the second floor of the two-story building, and the ground floor was occupied by the postoffice. Benet A. Dewes and George B. Staniford, printers, were the publishers and proprietors.

## BOUGHT AND SOLD

In the early years of its existence, the paper underwent several changes of ownership. Early in 1875 Dewes bought Staniford's half interest, and about a year later he sold the half interest he had purchased from Staniford to A. B. Gibson of San Francisco.

A short time later Gibson sold the original Staniford interest to A. E. Nightingill of Marysville. Not long afterward another change of ownership took place. William E. Dargie, formerly a printer and later a member of the editorial staff of a San Francisco paper, bought the interests of both Dewes and Nightingill, and on July 24, 1876, became the sole owner of The Tribune.

From that date until his death in February, 1911—a span of 35 years—The Tribune remained in Dargie's control. Executors of the estate managed The Tribune for nearly 5 years after Dargie's death, until November 3, 1915, when The Tribune Publishing Co., came into its present ownership, with Joseph R. Knowland as president and publisher.

## CHANGES IN LOCATION

As the city flourished and spread out in the early years of The Tribune's history, and as the paper itself found ever-increasing need for space, various changes in the location of the publishing plant had to be made.

The original place of publication was occupied by The Tribune for slightly less than one year, and on January 30, 1875, its headquarters were moved to 911 Broadway, a few doors north of Ninth Street, on the west side of Broadway. Here The Tribune again occupied the second-story quarters of a two-story building. On the ground floor was the first unit of what subsequently became a chain of drug stores.

On October 1, 1877, two and a half years after the initial transfer of the publishing plant's headquarters, the paper again moved, this time to 406 Twelfth Street. The building at that address stood at the northwest corner of Twelfth and Franklin Streets, and subsequently became part of a theater block. It was directly in the rear of the site of the present Tribune Building.

## OPENED BRANCH

At about this time, The Tribune, desiring to provide its readers with more detailed news from across the bay, opened a San Francisco branch office at 416 Clay Street.

Exactly three years after this new location was established in Oakland, The Tribune moved on October 1, 1880, to a building in which it was destined to remain for more than a quarter of a century. This was the ground floor of the Galindo Hotel at 415-417 Eighth Street, these quarters later being expanded to include 413 Eighth Street.

The next change in location came twenty-six years later. Then the publishing plant was moved northward, directly across the street, into

a new building that had been especially erected for it, at the northwest corner of Eighth and Franklin Streets.

## TO PRESENT SITE

This latest location remained The Tribune's home for the ensuing 12 years. On March 25, 1918, the paper was installed in the building at Thirteenth and Franklin Streets, which in 1924 became a part of the great twenty-story Tribune Tower. The Thirteenth and Franklin Streets structures had previously been occupied by the Breuner Furniture Company, and its six floors represented as far the largest home The Tribune had utilized.

Since the last move in 1918, the succeeding change resulting from construction of the twenty-story building has provided The Tribune with opportunity to expand outward and upward, its location remaining unchanged. The various departments of the newspaper were extended from the floors they already occupied in the six-story building, to include the corresponding floors in the lower portion of the new structure.

## GROWTH IS RAPID

Not only in location did The Tribune find change essential as the years progressed—the growth, popularity and unparalleled success of the publication demanded other changes also. It was only a short time that The Tribune remained a three-column, four-page paper, delivered gratuitously. The paper soon became a six-column paper with a regular subscription. Two years after it was founded, The Tribune contained eight columns on each of its four pages. A short time after its third year, and following its purchase by W. E. Dargie, it was enlarged to nine columns.

From that period, the pages of The Tribune steadily multiplied. Their width was reduced, in the course of time, to seven columns, but this was more than offset by their increase in number from the original four to eight, then to twelve and sixteen, and finally to their high present average. Meanwhile the number of columns had been increased to eight—the generally accepted standard today.

## MORE EDITIONS

With the enlargement of the paper itself, the growth of the Eastbay community, and the demand for the latest news at the hour of its happenings, increases in the number of daily editions were made. In the beginning there was only one edition a day, delivered in the late afternoon to Oakland homes. Growth of suburban communities led to a demand for an earlier edition reaching distant homes. Also, as the downtown district grew, and the streets became filled with people throughout the day, another edition was added for street sale.

To catch the mails into the Sacramento, San Joaquin and Santa Clara Valleys, other editions were added as The Tribune extended the sphere of its service and influence beyond the immediate borders of the Eastbay.

## SPORT EDITIONS

With the mounting public interest in sports and financial matters, late editions carrying final stock market developments from the financial centers of the nation, and the results of combat on turf, gridiron, baseball field and pavilions, were run off the huge presses.

Oakland's growth at the turn of the century, and especially after the San Francisco fire of 1906, resulted on June 3 of that year in the establishment of the Sunday Tribune.

Dedication of The Tribune's radio broadcasting station, KLX, on November 23, 1923, marked another progressive step in the newspaper's service to the public, not only in the dissemination of news, but in provisions for entertainment of a varied nature in musical, educational and general subjects.

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